

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

<u>Contract / Revision</u> 490750 /		<u>Alt Order #</u> 06293053
<u>Product</u> PATRIOT MAJORITY USA		
<u>Contract Dates</u> 08/23/12 - 08/30/12	<u>Estimate #</u> 1656	
<u>Advertiser</u> Patriot Majority USA		<u>Original Date / Revision</u> 08/23/12 / 08/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 84	<u>Product Code</u> 91
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 11	KVVU	08/23/12	08/29/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/23/12	08/29/12	MTWTF--				3	\$825.00			
Totals											56	\$35,185.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	20	\$9,355.00	\$7,951.75
08/27/12 - 08/30/12	36	\$25,830.00	\$21,955.50
Totals	56	\$35,185.00	\$29,907.25

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6293053 TRF# 490750
\$\$\$ UNAPPROVED REV #2 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP AUG23/12 14.56
*** KVVU-TV ***

ADV # ADV. NAME ISS/PATRIOT MAJORITY USA REP. # OFF. # 762 SALESMAN #
AGY # AGY. NAME WATERFRONT STRATEGIES BUYER NAME SARAH LEVENE

3050 K ST NW,
WASHINGTON, DC 20007
SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 6293053 CLASS: NATL. LOCAL REGIONAL

PRDCT PATRIOT MAJORITY USA EST#1656 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG23/12 AUG30/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG23/12 14.56

REP: TO ROSE
FROM TERESA
ADDED 1X TO LINE 11
PLEASE NOTE THAT THESE ARE REINVESTMENT \$\$\$ FROM PREEMPTED \$\$\$ ON HDLN
6278373
REV TTL 35185
PLEASE CONFIRM

STA:
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 84
AGENCY PRODUCT CODE = 91
AGENCY EST# = 1656

11	SZ	600A-700A	30			\$825.00	8/23	8/29	3		TH-F,M-W	3
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PROGRAM : FOX5 NEWS 6A
CON COM1: FOX5 NEWS 6A
CON COM2: PLEASE NOTE THAT 1X IS REINVESTMENT \$\$ FROM HDLN 6278373

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AUG/12			26500.00	SEP/12		\$8,685.00						

CONTRACT TOTAL 35185.00
 TOTAL SPOTS 56

MARKET TOTALS \$171,800 KVVU 20% KSNV 40% KLAS 9% KTNV 21% KVMY 8% KVCW 1% CABL 0%
 KTUD 1%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE